

ANALYSE OF CUSTOMER SATISFACTION RATE BASED ON FIVE DIMENSION OF QUALITY SERVICE (Case study at PT. SMART Wonderia Semarang)

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Abstract

The purpose of this research is to figure out the importance rate of the customer, the rate of employee's performance, the gap between expectation of service quality and the real of it, and the Wonderias customer satisfaction rate.

This research use explanatory type that the researcher tries to focus its variables and test the hypothesis. The research variables are the customer's importance and the Wonderias employee performance with the customer satisfaction. The technical using to analyze the data is qualitative and quantitative data analysis. Qualitative data analysis is used to describe and explain it in a table, picture or variable relation. In the other hand, quantitative data analysis is used for important and performance analysis method, cartesius chart and uji beda by Z-test standard mark.

The technical using in sampling participation in accidental sampling, it is such an individual by the minimal age is 17 and could be interviewed who's ever visited and used Wonderias service that is met accidentally by the researcher.

The whole rate mark of service quality dimension in reliability dimension, responsiveness, security, empathy and tangible is about 80,16 %. That mark is categorized in less of satisfaction. Therefore, we can conclude that in general the customers are not satisfied to Wonderias service quality.

The result of the research show that this research hypothesis which say that there is a gap between expectation of service quality and Wonderias customer performance can be accepted.

A.PENDAHULUAN

1. Permasalahan penelitian

Di masa sekarang dimana manusia banyak disibukkan dengan berbagai aktivitas pekerjaan, manusia semakin menyadari akan pentingnya hiburan atau *refreshing* untuk melepaskan kejenuhan dan menyegarkan kembali pikiran. Karena kebutuhan inilah, maka hadirilah perusahaan hiburan yang menyediakan jasa hiburan untuk memenuhi kebutuhan konsumen.

Dalam kegiatan operasi setiap hari sebuah perusahaan selalu berupaya memberikan pelayanan yang terbaik. Untuk menciptakan pelayanan yang benar-benar memuaskan pelanggan, maka perlu faktor pendukung yaitu keberadaan petugas pelayanan yang selalu siap untuk memberikan pelayanan kepada